

# Project Narrative Monterey Homes ~ Cochise Project

NWC 70<sup>th</sup> Street and Cochise  
Sandallo Town Homes by Monterey Homes

Request for Rezoning from Service Residential (S-R) to  
Multifamily Residential (R-5)

Prepared by Berry & Damore, LLC  
6750 E. Camelback Road, Suite 100  
Scottsdale, Az 85251

## **I. Introduction.**

This request is to rezone 2.19 net acres located at the northwest corner of 70<sup>th</sup> Street and Cochise Road (the “Property”) from Service Residential (S-R) to Multiple Family Residential (R-5). This request will facilitate the development of 52 luxury residential townhome units in an amenitized and gated community.

## **II. Location/Access.**

The Property is one of the few remaining undeveloped parcels in the general vicinity of the intersection of Shea Boulevard and Scottsdale Road. Cochise Road is unclassified while 70<sup>th</sup> Street is designated on the Scottsdale Street Classification Map in the General Plan as a Major Collector. No direct access onto 70<sup>th</sup> Street is proposed with the development being accessed exclusively off of Cochise Road. Additionally, half street improvements along Cochise Road will be constructed in conjunction with this project.

## **III. Compatibility with the Surrounding Properties.**

As previously indicated, the Property is an infill parcel with existing development on all abounding sides. Table 1 provides a matrix of surrounding zoning and existing land use.

**Table 1**

<b>Property</b>	<b>Existing Use</b>	<b>Existing Zoning</b>
Subject Property	Undeveloped	S-R
North of Property	Commercial Retail	C-2 (C)
East of Property	Commercial Office	C-O
South of Property	Residential Multifamily	R-3
West of Property	Garden Office	S-R

The proposed R-5 zoning on the Property is consistent and compatible with the surrounding zoning and land uses as described in Table 1. Furthermore, existing R-3 development south of the Property appears to be developed at the maximum density range allowed in that district.

Given that the Property is located north of Cochise Road which in the vicinity of 70<sup>th</sup> Street appears to be a boundary designating a transition from medium to high density residential south of Cochise Road to the commercial land uses north of Cochise Road, the additional density proposed on the Property is justified, given its proximity to the commercial office and commercial retail land uses abounding the Property. It is a longstanding planning practice to locate higher density residential in close proximity to appropriate commercial land uses; like retail and office land uses in this case.

#### **IV. Market Analysis.**

In conjunction with the general plan amendment application filed in conjunction with this rezoning request, City Staff has requested that an overview of both the office and housing market be included in this narrative to provide indicators as to the viability and sustainability of a residential land use vs. the market inappropriateness of an office use.

Based on an office market trends analysis prepared by Grubb & Ellis research department for the fourth quarter of 2004, net absorption has increased and vacancy has dropped. These modest increases are being ascribed to a "flight-to-quality trend" that is primarily responsible for the increase. Flight-to-quality refers to Class A office space customarily found on major arterial streets and ranging in development sizes greater than 50,000 square feet.

The Property, given its' small land area (2.19 net acres), would not facilitate a Class A office development. However, the Property could be developed for a Class B office. According to the Grubb & Ellis research, almost half of the total under construction space during 2004 was Class B product. The market had a record year in 2004 for Class B building construction. This fact is terribly significant as it relates to development of the Property because in a market where Class B office product is being so aggressively developed, a premium would be placed on appropriate sites. In this instance, however, the Property has been overlooked by the market as is its' heritage as it has remained undeveloped for an office use for over 20 years. One can only conclude that at the height of a booming Class B office market, if the property were desirable to be developed with Class B office (using the criteria of the marketplace), this Property surely either would have been developed by now or would at least have interest from the marketplace to be developed for office.

This reality can be reflected in the City's own approval to both amend the general plan and to rezone the northeast corner of Shea Boulevard and 74<sup>th</sup> Street from minor office to urban neighborhoods and from S-R to R-3. In that case, the applicant provided analysis by Canyon Research Southwest that indicated in 2004 anticipation for additional residential construction was going to be critical in this area. The report continued to note that, despite increasing inventories of townhomes and condominiums in North Scottsdale, the average sales price increased over the last five years from \$138,000.00 to \$236,000.00. This 70% escalation in prices is the leading indicator that the condominium/townhome product is in high demand.

#### **V. Project Justification.**

To summarize the myriad rationalizations and justifications that clearly lend itself to determining that a rezoning of the Property from S-R to R-5 as discussed in this rezoning narrative and the companion general plan narrative is summarized herein.

A. The proposed land use is consistent and compatible with the existing adjacent and surrounding land uses.

B. An approval of an amendment to the General Plan is justifiable as the request conforms and is supported by the myriad guiding principles, goals and approaches outlined in the General Plan

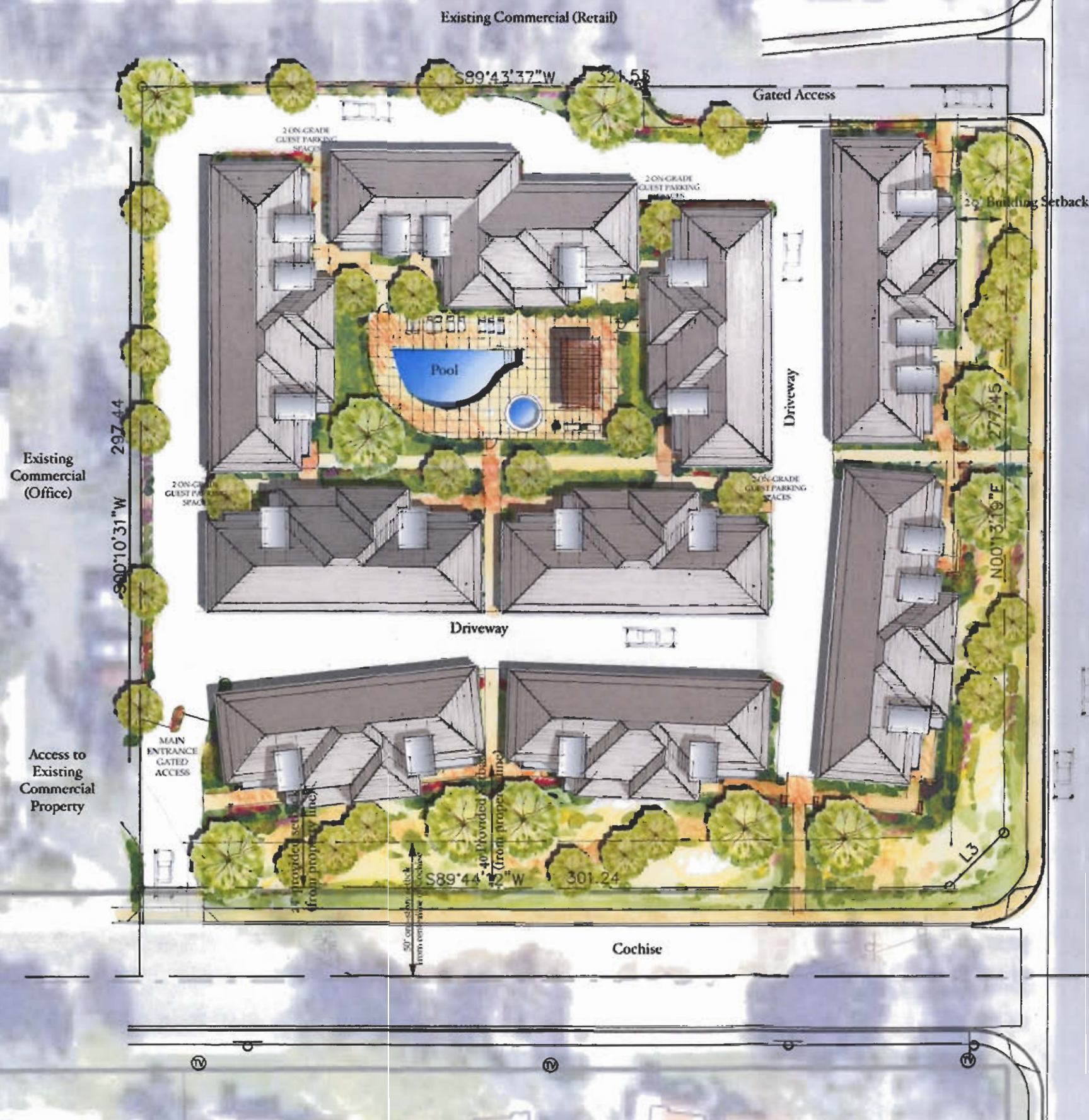
C. The proposed townhouse development provides an excellent buffer and transition from the more intense commercial retail uses located along Shea Boulevard to the medium to high density residential developments south of Cochise Road.

D. The proposed development will not adversely affect either the local school district and, in fact, may invigorate the student base in this area that is projected to see a decline in students.

E. The proposed land use actually will result in a minor reduction in traffic and trip generation.

F. The project has received near unanimous support from the adjoining neighborhood and is considered to be a welcomed addition by the local business community.





# **PROJECT INFORMATION**

EXISTING ZONING: SR  
PROPOSED ZONING: R-5

NET SITE AREA: 2.19 ACRES (95,405 SF)  
GROSS SITE AREA: 2.78 ACRES (121,081 SF)

ALLOWABLE NO. OF UNITS =  
2.78 ACS X 23 UNITS/A = 64 UNITS  
PROPOSED UNITS =  
82 UNITS (19 DU/A)

PROPOSED DWELLING UNITS:  
1 BEDROOM UNITS: 10 UNITS  
2 BEDROOM UNITS: 32 UNITS  
3 BEDROOM UNITS: 10 UNITS  
TOTAL UNITS: 82 UNITS

OPEN SPACE:  
REQUIRED OPEN SPACE: 28% OF NET SITE = 26,714 SF  
TOTAL OPEN SPACE PROVIDED = 30,500 SF

FRONT YARD OPEN SPACE REQUIRED (1/2 OF REQ. OS) = 13,357 SF  
FRONT YARD OPEN SPACE PROVIDED = 14,315 SF

MAXIMUM BUILDING HEIGHT ALLOWED = 36 FEET  
MAXIMUM ALLOWABLE NUMBER OF STORIES = 3 STORIES

REQUIRED PARKING:  
1 BEDROOM UNITS X 1.3 SPACES / UNIT = 10 UNITS X 1.3 = 13 SPACES  
2 BEDROOM UNITS X 1.7 SPACES / UNIT = 32 UNITS X 1.7 = 55 SPACES  
3 BEDROOM UNITS X 1.9 SPACES / UNIT = 10 UNITS X 1.9 = 19 SPACES  
TOTAL REQUIRED PARKING SPACES: 87 SPACES

PROVIDED SPACES:  
87 SPACES IN PRIVATE GARAGES  
8 ON-GRADE GUEST PARKING SPACES

Existing  
Commercial  
(Office)

## **SITE PLAN**



**SANDALO** TOWNHOMES  
AT COCHISE AND 70TH STREET  
PREPARED FOR MONTEREY HOMES  
CASE #119-PA-2005

5-ZN-2005  
3-25-05